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ABSTRACT

This report, the second in a series of four, describes part of a national study commissioned by the Corporation for Public Broadcasting to investigate audience awareness of public television, level of viewing, and reaction to programming and on-air fund raising. Specifically, reaction to on-air fund raising is the focus of this discussion. Data collected from 1,083 randomly selected adults living in telephone-and-television households surveyed the following: awareness of funding sources, exposure and reaction to on-air fund raising, specific statements about fund raising, fund appeals and programming, reactions of nonviewers, and characteristics and attitudes of donors to public television. Appendixes include a description of evaluation methodology and a copy of the questionnaire used in the investigation. (KS)

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PUBLIC TELEVISION SURVEY

FEBRUARY 1976

REPORT 1: AWARENESS AND VIEWING

REPORT 2: ON-AIR FUND-RAISING

REPORT 3: PROGRAMMING

REPORT 4: METHODOLOGY

OS 501 597

SEPTEMBER 1976

2

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Further distribution of this report is through the Public Broadcasting Service's Station Independence Program (SIP), 475 L'Enfant Plaza West, S.W., Washington, D.C. 20024.

FOREWORD

During February 1976, a national survey was conducted to investigate public television awareness and viewing, and reactions to on-air fund-raising and programming. A description of the conduct of that survey and an analysis of the results have been organized into four reports, each concentrating on one aspect of the study, as follows:

1. Awareness and Viewing
2. On-Air Fund-Raising
3. Programming
4. Methodology

All four reports are available from the Corporation for Public Broadcasting, which commissioned the study. The survey was performed by Statistical Research, Inc. of Westfield, New Jersey.

Because the investigation is based on a survey among a sample of persons, rather than among all persons, the data are subject to sampling errors. Moreover, survey results are obtained through particular procedures which are subject to non-sampling errors that may be associated with the type of sample selected, the use of telephone households, the fact that not all designated sample members cooperated, the questions that were asked, and so forth. Therefore, in interpreting these data, the user should give full consideration to the methods used to compile them. Each of the first three reports listed above contains a brief methodological appendix. The reader is also encouraged to review the more comprehensive report devoted to methodology.

PUBLIC TELEVISION SURVEY

REPORT 2 - ON-AIR FUND-RAISING

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PUBLIC TELEVISION SURVEY
FEBRUARY 1976
REPORT 2 - ON-AIR FUND-RAISING

INTRODUCTION

This report is one of four describing a nationwide study of public television awareness and viewing, and reactions to on-air fund appeals and programming.

Purpose

The study was to investigate:

- The level of awareness of public television among the adult population of the United States as of early 1976 (Report Number 1)
- The level of viewing of public television (Report Number 1)
- Reactions to on-air fund-raising by public television stations (Report Number 2)
- Reactions to current programming on television in general and public television specifically (Report Number 3)
- Perception of gaps in programming that people want to have filled (Report Number 3)
- Demographics of subsegments of the population identified in terms of their degree of involvement with public television (Report Number 1)

Not all of these purposes were assigned equal priority: prime emphasis was on awareness, viewing, and fund-raising rather than on programming. It was intended that the study provide benchmark data against which to track trends in PTV awareness and viewing, and in reactions to on-air pledge campaigns, over time. For that reason, the survey was conducted in February, prior to Festival '76, to obtain a reading independent of the special effects of the major promotional effort of the public television year.

Procedures

Interviews were conducted by telephone with 1083 adults, 18 years of age or older, randomly selected from among all adults living in telephone and television households in the continental United States. In order to include both listed and unlisted telephone households in their proper proportion, a random-digit dial sample was used.

Appendix A provides a brief discussion of sampling procedures, interviewer training and supervision, and variability of survey results. These issues are reviewed in more detail in the fourth report of this series, on Methodology.

Appendix B contains a copy of the questionnaire.

The data which were collected have been tabulated for many subgroups of the population: viewers and nonviewers of public television, people who are aware of their PTV channel unaided and those whose awareness is at a lower level or nonexistent, those who have seen on-air fund-raising appeals and those who have not, viewers who report donations to PTV and viewers who do not, people who have cable television and those who do not, etc. Some of the tabulations are reported in these volumes in some detail; others are touched upon; still others are not mentioned. All have been provided to the Corporation for Public Broadcasting.

Report 1 discusses alternative definitions of a "viewer" of public television. Briefly, a person is referred to herein as an "ever viewer" if he or she responded positively to the question, "Have you ever watched any programs on Channel ___, the public television station," but did not report having watched "last week." Those who reported watching "last week" are referred to as "past-week viewers." More loosely, the ever viewers and past-week viewers together constitute a group who "ever watch" PTV, as distinguished from total nonviewers who do not report having ever watched.

HIGHLIGHTS OF FINDINGS

Following are some selected findings of a national survey on public television, conducted via telephone interviews in February 1976. These results are discussed in more detail and are documented in the "Findings" section of this report.

The public, and particularly that portion of it which ever views public television, responds in a generally positive manner to on-air fund-raising for support of PTV.

In response to a pair of open-end questions asking reaction to on-air appeals, at least one favorable comment is submitted by 77 percent of ever viewers and 85 percent of past-week viewers. Most frequently the response references the need for funds or the worthwhile nature of the appeals.

At least one negative comment comes from 24 percent of ever viewers and 32 percent of past-week viewers. They most frequently refer to a general dislike of, or refutation of the need for, fund-raising on-air. Only very small proportions of viewers state that the appeals are repetitious or presented too frequently.

In reacting to a series of statements that might be made about on-air fund-raising, a majority of people who ever watch PTV agree that the appeals are necessary to the survival of public television (88 percent), that they tolerate the appeals although they wish they were unnecessary (61 percent), and that the appeals are even enjoyable (56 percent).

On the other hand, 55 percent agree that appeals make people uncomfortable. Moreover, a small number (16 percent) agree that they sometimes avoid PTV to avoid fund requests. A substantial minority (46 percent) would prefer total government support rather than dependence on donations. And a quarter of people who ever watch PTV agree that public television "can't be very good" if it has difficulty in supporting itself.

In balancing the purpose of appeals against objections, people who watch PTV overwhelmingly agree that "these appeals are a fair price to pay for the programming on public television."

On-air appeals have been seen by a reported 58 percent of ever viewers of PTV and by 65 percent of past-week viewers. And donations to PTV -- not necessarily in response to on-air appeals -- are reported to have been made at some time by 24 percent of ever viewers and by 34 percent of past-week viewers.

As compared with viewing nondonors, donors to PTV exhibit higher levels of exposure to the medium and to its fund-raising, react more favorably to on-air appeals, are less satisfied with total TV programming and more satisfied with PTV programming, tend to be more upscale socioeconomically, older, and to reside in the more populous counties.

FINDINGS

Report 1 of this series dealt with reception, awareness, and viewing of public television. This volume reports findings concerning PTV fund-raising.

Respondents to whom PTV is available, whether or not they are aware of the channel, were asked what they consider to be the sources of public television funding, whether they have ever seen an on-air fund drive, how they feel about such drives in general, how they react to specific statements about on-air fund-raising, and whether they agree that fund appeals are a fair price to pay for the programming on PTV.

Awareness of Funding Sources

Twenty-nine percent of the respondents are unable to respond to an open-end question on the sources of PTV funding: by viewer status, no response was given by 44 percent of nonviewers, 23 percent of ever viewers, and 18 percent of past-week viewers.

Among those who answer this question, the great bulk (74 percent) recognize private donations as a source of PTV funding. (See Chart 1.)

Exposure to On-Air Fund-Raising

Among ever viewers of PTV, 58 percent state that they have "seen or heard, on TV, an appeal for funds to support the public television station." The proportion rises to 65 percent among past-week viewers. If "no answers" are eliminated, the proportions reporting exposure to on-air appeals are 58 percent of ever viewers, 67 percent of past-week viewers.

Reaction to On-Air Fund-Raising

Respondents were asked how they "feel about a public television station appealing, on the air, for funds for its support."

The following summarizes the responses.

Chart 1

Sources of Funding of Public Television

Source Named	Percentage of Population		Percentage of PTV Viewer Subgroups		
			Never	Ever	Past-Week
Private donations	■■■

Reaction	PTV Viewers Ever	PTV Viewers Past-Week	Those Who Have Seen An On-Air Appeal
One or more positive comments	75%	82%	89%
Worthwhile/needed	64	71	78
Those who view should pay	6	5	6
Effective	3	4	5
Prefer to other means of support	1	5	4
References to the appeal itself	4	3	4
No objection	8	7	7
One or more negative comments	16%	18%	13%
Dislike/not needed	9	8	5
Not effective	5	4	2
Prefer other means of support	4	3	2
Repetitive/done too often	2	6	5
Other	*	1	1
Noncommittal	7%	5%	3%
No answer	8%	4%	3%
Base	(247)	(402)	(487)

*Less than one-half of one percent

Seventy-five percent of ever viewers respond with at least one favorable comment to this open-end question, 16 percent with at least one unfavorable comment (note that the same respondent could offer both unfavorable and favorable responses), 7 percent with a noncommittal comment, and 8 percent with no comment at all.

Among past-week viewers, 82 percent respond with a favorable comment, 18 percent with an unfavorable statement, 5 percent are noncommittal, and 4 percent do not respond.

The response is even more positive among people who report having seen an on-air appeal.

Generally speaking, favorable statements reference the need for funds or the fact that the fund-raising effort is worthwhile. The most frequent negative response is a general statement of dislike or refutation of need for on-air fund-raising. Among past-week viewers, 6 percent complain that the appeals are repetitious or presented too frequently; 3 percent of ever viewers offer this comment.

Specific Statements on Fund-Raising

Following their response to the open-end question, respondents were asked whether they strongly agree, agree somewhat, or do not agree at all with each of seven statements "which people have used to describe public television fund-raising appeals." Chart 2 summarizes the responses to these questions by people who ever watch public television. It also shows responses by those who report they have seen on-air appeals.

In general, the results indicate a positive reaction to membership breaks on PTV:

- There is substantial agreement, particularly among those who have been exposed to on-air appeals, that these appeals are important to the survival of PTV. This confirms the response to the open-end question on fund-raising, where the most frequently cited comment is that the appeals are necessary/worthwhile.

- A majority of people who watch PTV agree that they wish the appeals were unnecessary but tolerate them. It is possible that some of the agreement to this question refers to the wish for extinction rather than to the toleration.

- A majority of people who watch PTV agree at least somewhat that the appeals are enjoyable.

For the remaining items, agreement represents a negative reaction to on-air fund-raising:

- A majority of PTV viewers agree that the appeals make people "uncomfortable because they don't feel in a position to make contributions to public television." However, only a much smaller proportion (16 percent) agree that they sometimes avoid PTV to avoid requests for funds.

- A substantial minority agree that PTV should be supported by government and not require donations.

- About a quarter of viewers of PTV, and a fifth of those who have seen appeals, agree that "if public television is having trouble supporting itself, it can't be very good."

Chart 2

Reaction to Statements Concerning On-Air Fund Appeals Among
1. Past-week or ever viewers of PTV ▓▓▓
2. People who have seen on-air appeals ξξξ

Statement	Percentage Who Strongly Agree or Agree Among Subgroups	
Requests for money on TV are important if public television is to survive	▓▓	88%
	ξξξ

Reaction to On-Air Fund-Raising Reconsidered

Having reacted to these individual statements on fund-raising, respondents were asked if they had anything to add to their previous comments about appeals for funds on PTV. The following summarizes reactions to both questions combined.

Reaction	PTV Viewers Ever	PTV Viewers Past-Week	Those Who Have Seen An On-Air Appeal
One or more positive comments	77%	85%	91%
Worthwhile/needed	65	75	80
Those who view should pay	9	9	10
Effective	6	7	8
Prefer to other means of support	2	7	7
References to the appeal itself	8	7	10
No objection	8	7	8
Other	1	3	2
One or more negative comments	24%	32%	25%
Dislike/not needed	10	11	8
Not effective	6	6	4
Prefer other means of support	12	14	10
Repetitive/done too often	3	8	6
Other	1	3	3
Noncommittal	14%	11%	8%
No answer	5%	3%	2%
Base	(247)	(402)	(487)

If the above table is compared with that presented earlier, which showed response to the first open-end question, it will be noted that on a combined basis, the proportion of ever viewers of PTV who comment favorably rises from 75 percent to 77 percent. The proportion citing an unfavorable reaction rises more notably, from 16 to 24 percent. For past-week viewers, the proportions rise from 82 to 85 and from 18 to 32 percent.

This increase in negative comment on the second round of questioning could be the result of several factors. For example, there is a possibility that the exposure to a series of statements, some unfavorable, reduces reluctance to comment adversely to fund-raising; in essence, dissent may appear more socially acceptable. Moreover, the statement content itself may trigger responses which did not come to mind when reaction was first sought. The most outstanding benefactor of this latter effect is the response indicating preference for other sources of funding (government, educational institutions, etc.); the proportion giving this response rises from 3 percent of ever and past-week viewers on the first question to 13 percent in total.

Trade-Off: Fund Appeals and Programming

The fund-raising series ended with the question: "Considering, on one hand, the purpose of televised appeals for funds to support public TV and, on the other hand, people's objections to them, do you agree or disagree that these appeals are a fair price to pay for the programming on public television?" This question was asked because it is an adaptation of a question regularly asked in a syndicated survey concerning television in general and its source of funding, i.e., commercials; the purpose was to determine how the public trades off PTV programming and fund-raising as compared with the question of whether "having commercials on TV is a fair price to pay for being able to watch it."

According to trade press reports, the latter question in recent years has yielded in excess of 85 percent agreement among those who responded. The question in relation to PTV yields agreement from 89 percent of ever viewers of PTV who respond, and from 90 percent of past-week viewers. (In terms of their relation to the medium, past-week viewers of PTV are the closest approximation available to the general public, virtually all of whom have watched some commercial television in the past week.) Judged on this criterion, people are as accepting (or somewhat more accepting) of fund appeals in return for PTV as they are of commercials in return for commercial TV.

Reactions of Nonviewers

Nonviewers of PTV were asked the questions on fund-raising to ascertain their reaction to the general concept. Nonviewers differ from viewers most markedly in their greater inability or unwillingness to answer the questions; the "no answer" categories are very large for this subgroup. To the extent that they respond, nonviewers are fairly positive in their reaction to on-air appeals, but less so than viewers.

On the pair of open-end questions on reaction to fund-raising on-air, 57 percent of nonviewers submit at least one favorable comment, 26 percent an unfavorable comment; 22 percent are noncommittal, and 12 percent do not respond. On the specific statements relating to fund-raising, substantial majorities of those who respond agree that appeals are important to survival of PTV and that they can tolerate them; 44 percent even agree with the statement that they are enjoyable. However, half of nonviewers agree that PTV cannot be very good if it cannot be self-supporting, and 46 percent would prefer total government support. Moreover, almost two-thirds agree that appeals make people uncomfortable, and a quarter agree that they avoid PTV to avoid fund requests. On balance, however, 71 percent of nonviewers state that appeals are a fair exchange for PTV programming.

Donors to PTV

In the course of asking household demographics, the following question was included: "Have you ever made a donation to public television, either in response to a televised appeal, mail, or some other kind of appeal?" Among the general population, 21 percent report a donation to PTV. This proportion is 8 percent among nonviewers of PTV, 24 percent among ever viewers, and 34 percent among past-week viewers. (The proportions would increase somewhat if "no answers" were eliminated.)

Looking only at ever and past-week viewers of PTV, and comparing those who report a donation and those who do not, one finds the following differences: (Some of these are depicted in Chart 3.)

1. Awareness and viewing

   - Donors are more likely to be aware of their PTV channel unaided (92% versus 77% of nondonors).

   - Donors are more likely to be past-week viewers of PTV (70% versus 59%).

   - Donors who viewed last week are more likely to be able to identify a program viewed (57% versus 44%).

2. Fund-raising

   - Donors are more likely to have seen an on-air appeal (89% versus 52%).

   - Donors are more likely to offer a favorable comment concerning on-air fund-raising (95% versus 82%).

   - Donors are consistently more favorably disposed toward on-air appeals as indicated by their reaction to specific statements on fund-raising.

   - Donors are more likely to consider these appeals a fair exchange for PTV programming (96% versus 87%).

Chart 3

Selected Differences between Ever and Past-Week Viewers Who Have or Have Not Donated to PTV

1. Donors
2. Nondonors

Characteristic	Percentage with the Designated Characteristic Among Subgroups	
Aware of PTV channel unaided		92% 77%
Past-week viewer of PTV		70% 59%
Have seen on-air appeal		89% 52%
Make favorable comment on on-air fund-raising		95% 82%
"Very satisfied" with PTV		48% 29%
Want more PTV drama		38% 24%
Want more PTV public affairs		24% 16%
College grad+		36% 17%
Occupation of chief wage earner is white collar		63% 46%
Household income $20,000+		39% 19%
45 years of age or older		52% 39%

Base: 196 donors, 425 nondonors. However, "no answers" have been eliminated.

To be read: Of people who ever watch PTV and who report having made a donation, 92% are aware of the channel unaided; of nondonors, 77% are aware unaided; etc.

3. Programming

   - Donors are less likely to be "very satisfied" with TV in general (7% versus 16%).

   - Donors are more likely to be "very satisfied" with PTV programming (48% versus 29%).

   - Donors are more likely to ask for more dramas/plays (38% versus 24%) and more public affairs programming (24% versus 16%).

4. Demographics

   - Donors are more likely to be socioeconomically upscale, i.e.,

     -- To have graduated from college (36% versus 17%).

     -- To live in a white collar household (63% versus 46%).

     -- To own a home (75% versus 66%).

     -- To be white (95% versus 86%).

     -- To have a total household income of $20,000 or more per year (39% versus 19%).

   - Donors are more likely to be 45 years of age or older (52% versus 39% of nondonors).

   - Donors are more likely to reside in the most populous, A-size, counties (60% versus 42%).

APPENDIX A

METHODOLOGY

Sample Design

The findings of this study of public television awareness, fund-raising, and programming apply to adults, 18 years of age or older, residing in telephone and television households in the continental United States.

Because of the importance of telephone households not listed in current telephone directories, the sample used for this study was a replicated random sample of telephone numbers based on random-digit dialing.

At least three attempts were made, in various time periods, to reach each telephone number in the predesignated sample. When a household was contacted, at least four attempts were made to interview the person who was randomly selected from among all adults living in the household. Additional efforts were made by specially trained personnel to convert initial refusals into interviews. Of the predesignated sample, 49 percent were found to be household residences. Among household residences where contact was made, interviews were completed in 75 percent.

Interview Procedures

Interviewing was conducted during February 1976 from the Westfield, New Jersey, and Crystal Lake, Illinois, offices of Statistical Research, Inc. by highly trained and closely supervised interviewers. Each interviewer received tutored instruction, extensive practice and drill, and the experience of several practice interviews. Interviewers were monitored by supervisory personnel via special equipment which is used solely for training and supervisory purposes.

Variability of Results

All survey results are subject to variations or uncertainties that are a function of (1) the fact that a particular sample was selected and (2) the methods and procedures adopted for the survey and the manner in which they were carried out.

Sampling error, one of the two major sources of variability, is the difference between the survey result obtained with the sample actually used, and the result that would be obtained by an attempted complete survey of the population conducted in the same manner and with the same care.

In a survey based on a probability sample, such as was used in this study, the risks or probabilities of sampling error of various sizes can be calculated in terms of standard errors. Table A-1 provides standard errors that apply to proportions of people who responded in a particular manner to questions in this study, given the sample base. If all adults residing in telephone/television households in the continental United States were asked precisely the same question in precisely the same manner as was the sample, the probability is 95 percent that the proportion giving a particular response would equal the sample proportion plus or minus two standard errors.

Nonsampling error cannot be measured as precisely, but can only be estimated through methodological research studies or on the basis of judgment. Sources of nonsampling error include exclusion of nontelephone households from the sampling frame, failure to obtain response from all predesignated sample members, possible response error on the part of respondents, interviewer variability, coding and processing errors.

These possible sources of error and efforts to minimize them, as well as other methodological aspects of this study, are discussed in more detail in the fourth report of this series.

TABLE A-1

TABLE OF STANDARD ERRORS OF A PROPORTION FOR VARYING SAMPLE SIZES

PROPORTION	SAMPLE SIZE														
	50	100	150	200	250	300	350	400	450	500	550	600	650	700	750
5/95	3	2	2	2	1	1	1	1	1	1	1	1	1	1	1
10/90	4	3	2	2	2	2	2	2	1	1	1	1	1	1	1
15/85	5	4	3	3	2	2	2	2	2	2	2	1	1	1	1
20/80	6	4	3	3	3	2	2	2	2	2	2	2	2	2	1
25/75	6	4	4	3	3	3	2	2	2	2	2	2	2	2	2
30/70	6	5	4	3	3	3	2	2	2	2	2	2	2	2	2
35/65	7	5	4	3	3	3	3	2	2	2	2	2	2	2	2
40/60	7	5	4	3	3	3	3	2	2	2	2	2	2	2	2
45/55	7	5	4	4	3	3	3	2	2	2	2	2	2	2	2
50	7	5	4	4	3	3	3	3	2	2	2	2	2	2	2

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TABLE A-1
(CONTINUED)

TABLE OF STANDARD ERRORS OF A PROPORTION FOR VARYING SAMPLE SIZES

PROPORTION	SAMPLE SIZE														
	800	850	900	950	1000	1050	1100	1150	1200	1250	1300	1350	1400	1450	1500
5/95	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
10/90	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
15/85	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
20/80	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
25/75	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1
30/70	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1
35/65	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1
40/60	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1
45/55	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1
50	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1

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APPENDIX B

COPY OF QUESTIONNAIRE

#9632: PUBLIC TELEVISION AWARENESS STUDY: JANUARY-FEBRUARY 1976

POSTED INTRODUCTION

I. GOOD EVENING (MORNING/AFTERNOON). THIS IS MRS. ANN CARTER. I'M CALLING YOU LONG DISTANCE IN CONNECTION WITH A SPECIAL STUDY ON TELEVISION VIEWING. BUT FIRST LET ME VERIFY, IS THIS AREA CODE ____ AND THE NUMBER ___ _____ IN *STATE*?

YES - *ASK Q.II* NO - *VERIFY NUMBER REACHED, TERMINATE, CIRCLE "WN" AS RESULT AND REDIAL CORRECT NUMBER.*

II. THANK YOU. CAN YOU TELL ME PLEASE HOW MANY TELEVISION SETS YOU HAVE IN YOUR HOME?

ONE OR MORE - *CONTINUE WITH Q.III.* NONE - *TERMINATE AND RECORD RESULT AS "SOTV"*

III. NOW, I NEED TO SELECT ONE PERSON IN YOUR HOME TO INTERVIEW ABOUT HIS OR HER TELEVISION VIEWING. IN ORDER TO SELECT THIS PERSON I FIRST NEED TO KNOW HOW MANY PERSONS 18 YEARS OF AGE OR OVER ARE CURRENTLY LIVING IN YOUR HOME?.....DOES THAT INCLUDE YOURSELF? *CIRCLE NUMBER ON CRR CARD, IN SECTION BELOW ATTEMPT #6 LINE.*

IV. COULD YOU TELL ME HOW MANY OF THESE ARE MALES? *RECORD M's ON CRR CARD, BELOW ATTEMPT #6. IF MALE CARD, CIRCLE NUMBER IN RESPONDENT SELECTOR SECTION TO CORRESPOND WITH NUMBER OF MALES.*

V. THEN THERE IS (ARE) _____ FEMALE(S) AGE 18 OR OVER? *RECORD F's ON CRR CARD, BELOW ATTEMPT #6. IF FEMALE CARD, CIRCLE NUMBER IN RESPONDENT SELECTOR SECTION TO CORRESPOND WITH NUMBER OF FEMALES.*

CHECK RANDOM NUMBER ABOVE CIRCLED NUMBER IN RESPONDENT SELECTOR SECTION TO DETERMINE PERSON TO BE INTERVIEWED.

VI. THANK YOU VERY MUCH. THE PERSON I NEED TO INTERVIEW IS _____, *IF PERSON ON TELEPHONE, GO TO Q.1 ON QUESTIONNAIRE. OTHERWISE CONTINUE WITH....*IS HE (SHE) AVAILABLE NOW THAT I MIGHT SPEAK WITH HIM (HER).

YES - *REINTRODUCE PURPOSE OF CALL AND GO TO Q.1 ON QUESTIONNAIRE.*
NO - *ARRANGE CALLBACK VIA Q.VIA.*

VIA. Female: WHAT WOULD BE A CONVENIENT TIME IN THE MORNING OR AFTERNOON THAT I MIGHT CALL BACK TO SPEAK WITH HER? FOR WHOM SHOULD I ASK?
If female unavailable during day, state: WE WILL TRY TO REACH HER SOME EVENING. *Record "Evening" in callback section.*

Male: WHAT WOULD BE A CONVENIENT TIME THAT I MIGHT CALL TO COMPLETE THE INTERVIEW WITH HIM? FOR WHOM SHOULD I ASK?

Record N.Y. time, day, date and name on CRR card.

CALLBACK

VII. GOOD EVENING (MORNING/AFTERNOON). THIS IS MRS. ANN CARTER. MAY I SPEAK WITH MR./MISS/MRS. _____, PLEASE? THANK YOU.

IF RESPONDENT COMES TO PHONE, CONTINUE WITH Q.VIII.
IF RESPONDENT IS NOT AVAILABLE, ASK Q.VIA.

VIII. MR./MISS/MRS. _____, I'M CALLING YOU LONG DISTANCE IN CONNECTION WITH A SPECIAL STUDY ON TELEVISION VIEWING.

PROJECT #9632: PUBLIC TELEVISION AWARENESS STUDY: FEBRUARY 1976

SERIAL #	ATT'S	INT #	NO. IN HH	PTV: VHF....1 UHF....2 None...3
_ _ _ _	_	_ _ _	_	

1. FIRST COULD YOU TELL ME, PLEASE, WHAT CHANNELS YOU CAN RECEIVE ON YOUR TELEVISION SET? *PROBE UNTIL "NO OTHERS." IF NONE ABOVE CH. 13 ASK:* AND WHAT ABOUT THE CHANNELS BETWEEN 14 AND 83, -- THE UHF CHANNELS -- WHICH, IF ANY, OF THESE CHANNELS CAN YOU RECEIVE?

TAKE NOTE OF ANY PTV CHANNELS APPEARING ON CRR CARD.

Y....1
N....2

2. IS THERE A PUBLIC TELEVISION OR EDUCATIONAL TELEVISION STATION IN YOUR AREA?

Y....1
N....2
DK....9

YES ☐ → 2A. WHAT CHANNEL IS THAT?

DON'T KNOW..... ☐
ONLY CH'S NOT ON CARD.. ☐
1+ CHANNELS ON CARD.... ☐ *ASK Q2C*

RECORD ALL CHANNELS MENTIONED BELOW

NO.... ☐
DK.... ☐ → 2B. ACCORDING TO OUR INFORMATION, THE PUBLIC TELEVISION STATION(S) IN YOUR AREA IS(ARE) CHANNEL(S) ___. HAVE YOU EVER HEARD OF CHANNEL(S) ____?

YES..... ☐ *ASK 2C*
NO/DK..... ☐ *SKIP TO Q7**

**Except if 1 or 2 channels in 2A not listed on CRR card.--See posted script*

Q2A CHANNELS UNAIDED		Q2B CHANNELS AIDED*	Q2C CHANNELS RECEIVED YES	NO	DK	Q2D RECEPTION QUALITY EX	GOOD	FAIR	POOR	DK
_ _		_ _	1	2	9	1	2	3	4	9
_ _		_ _	1	2	9	1	2	3	4	9
_ _		_ _	1	2	9	1	2	3	4	9
_ _		_ _	1	2	9	1	2	3	4	9
_ _		_ _	1	2	9	1	2	3	4	9
_ _		_ _	1	2	9	1	2	3	4	9
		DO NOT USE LINE IF CH # APPEARS IN Q2A	*IF NONE RECEIVED, SKIP TO Q7*			Q2E CBS 1	2	3	4	9
YES...1 PART..2 NO....3	MUST BE YES ON 2B	YES....1 NO.....2 NO PTV.3 UNCER..4	1	2	9	1	2	3	4	9
						CBS 1	2	3	4	9

REPEAT Q2C FOR APPROPRIATE CHANNELS IN 2A/2B; IF MENTIONED IN Q1 USE BRACKETED PORTION FOR Q2C.

2C. CAN YOU RECEIVE (YOU SAID YOU RECEIVED) CHANNEL ____ ON YOUR TELEVISION SET?

REPEAT Q2D FOR ALL CHANNELS RECEIVED.

2D. WOULD YOU CONSIDER YOUR RECEPTION ON CHANNEL ____ EXCELLENT, GOOD, FAIR, OR POOR?

2E. WHAT ABOUT YOUR CBS CHANNEL - WOULD YOU CONSIDER YOUR RECEPTION ON CBS EXCELLENT, GOOD, FAIR, OR POOR?

3. HAVE YOU EVER WATCHED ANY PROGRAMS ON CHANNEL ____, THE PUBLIC TELEVISION STATION? YES...1 *ASK 3A* NO...2 DK...3 } *ASK 3A, 3B IF NECESSARY, THEN SKIP TO Q.7*

3A. HOW MUCH DOES THE QUALITY OF YOUR RECEPTION OF CHANNEL ____ AFFECT THE AMOUNT OF YOUR VIEWING OF THE CHANNEL -- WOULD YOU SAY IT AFFECTS IT

A GREAT DEAL.....1 } *ASK Q.3B*
SOMEWHAT.....2 }
OR NOT AT ALL.....3 } *SKIP TO Q.4*
DK.....9 }

3B. IN WHAT WAY DOES IT AFFECT THE AMOUNT OF YOUR VIEWING?

_____ —
_____ —

4. THINKING ABOUT A TYPICAL SEVEN DAY WEEK, INCLUDING SATURDAY AND SUNDAY, ABOUT HOW MUCH TIME DO YOU SPEND WATCHING PUBLIC TELEVISION...WOULD YOU SAY THAT IN A TYPICAL WEEK YOU....*(BRACKETED PORTION)*

5. THINKING ABOUT LAST WEEK, INCLUDING SATURDAY AND SUNDAY, ABOUT HOW MUCH TIME DID YOU SPEND WATCHING PUBLIC TELEVISION, WOULD YOU SAY THAT YOU....

	Q4	Q5	
(DON'T) DIDN'T WATCH AT ALL	1	1	- *SKIP TO Q7*
YOU (WATCH)ED LESS THAN AN HOUR (PER WEEK)	2	2	- *ASK Q6*
ABOUT AN HOUR (PER WEEK)	3	3	
2 OR 3 HOURS (PER WEEK)	4	4	
OR MORE THAN 3 HOURS (PER WEEK)	5	5	
DON'T KNOW	6	6	

6. CAN YOU TELL ME PLEASE, WHAT PROGRAMS YOU WATCHED ON PUBLIC TELEVISION LAST WEEK? ... WHAT OTHER PUBLIC TELEVISION PROGRAMS DID YOU WATCH LAST WEEK?...WHAT OTHERS? *PROBE UNTIL "NO OTHERS"*

		PTV PROG. YES 1 NO 2

7. ARE THERE ANY CHILDREN UNDER 12 YEARS OF AGE LIVING IN YOUR HOME? YES...1 *ASK Q8* NO...2 DK...3 } *SKIP TO Q10*

8. DO THEY (DOES HE/SHE) EVER WATCH PROGRAMS ON CHANNEL ____? YES...1 *ASK Q9* NO.....2 CANNOT REC.3 DK.....9 } *SKIP TO Q10*

9. WHAT PROGRAMS DO THEY (DOES HE/SHE) WATCH ON CHANNEL___?...WHAT OTHERS? *PROBE UNTIL "NO OTHERS."*

			PTV YES 1 NO 2

10. NOW I'M GOING TO ASK YOU A FEW QUESTIONS ABOUT PUBLIC TELEVISION IN GENERAL. THERE ARE NO RIGHT OR WRONG ANSWERS; WE ARE JUST INTERESTED IN WHAT YOU CAN THINK OF...

NOW, WHAT DO THE WORDS "PUBLIC TELEVISION" OR "EDUCATIONAL TELEVISION" MEAN TO YOU?...*PAUSE; unless volunteered also ask:* HOW DOES PUBLIC TELEVISION DIFFER FROM COMMERCIAL TELEVISION?

_____ — —
_____ — —
_____ — —
_____ — —

SPEC..1 POSS..2 UNAWARE...3

11. IF WE THINK OF PUBLIC TELEVISION AS CHANNEL__ (A CHANNEL) WHERE THERE ARE NO COMMERCIALS, WHAT IS YOUR IMPRESSION AS TO WHERE PUBLIC TELEVISION OBTAINS ITS FUNDS FOR OPERATION?...*PROBE:* WHERE ELSE DO YOU THINK PUBLIC TELEVISION OBTAINS ITS FUNDS FOR OPERATION?

_____ — —
_____ — —

12. PUBLIC TELEVISION STATIONS (LIKE CHANNEL__) SOMETIMES MAKE APPEALS ON THE AIR FOR FINANCIAL SUPPORT FROM THEIR VIEWERS. HAVE YOU EVER SEEN OR HEARD, ON TV, AN APPEAL FOR FUNDS TO SUPPORT THE PUBLIC TELEVISION STATION?

YES...1
NO....2
DK....9

13. HOW DO YOU FEEL ABOUT A PUBLIC TELEVISION STATION APPEALING, ON THE AIR, FOR FUNDS FOR ITS SUPPORT?..*PROBE:* HOW ELSE DO YOU FEEL ABOUT ON-THE-AIR APPEALS? _____

_____

_____

14. I AM GOING TO READ YOU A SERIES OF STATEMENTS WHICH PEOPLE HAVE USED TO DESCRIBE PUBLIC TELEVISION FUND-RAISING APPEALS. PLEASE TELL ME WHETHER YOU STRONGLY AGREE, AGREE SOMEWHAT, OR DO NOT AGREE AT ALL WITH EACH STATEMENT. *READ LIST, STARTING AT RED "X."*

RED "X"	*STATEMENT*	*STR'LY AGREE*	*AGREE SOMEWHAT*	*NOT AGREE AT ALL*	*DK*
__	A. I WISH THEY DIDN'T HAVE TO HAVE APPEALS ON TV FOR SUPPORT OF PUBLIC TELEVISION, BUT I TOLERATE THEM	1	2	3	9
__	B. REQUESTS FOR MONEY ON TV ARE IMPORTANT IF PUBLIC TELEVISION IS TO SURVIVE	1	2	3	9
__	C. CAMPAIGNS ON TV TO RAISE FUNDS FOR PUBLIC TELEVISION ARE ENJOYABLE	1	2	3	9
__	D. IF PUBLIC TELEVISION IS HAVING TROUBLE SUPPORTING ITSELF, IT CAN'T BE VERY GOOD	1	2	3	9
__	E. APPEALS FOR MONEY MAKE PEOPLE UNCOMFORTABLE BECAUSE THEY DON'T FEEL IN A POSITION TO MAKE CONTRIBUTIONS TO PUBLIC TELEVISION	1	2	3	9
__	F. I SOMETIMES AVOID WATCHING PUBLIC TELEVISION BECAUSE I DON'T WANT TO BE ASKED FOR MONEY	1	2	3	9
__	G. PUBLIC TELEVISION SHOULD BE SUPPORTED TOTALLY BY THE GOVERNMENT AND SHOULD NOT REQUIRE DONATIONS	1	2	3	9

15. NOW THAT YOU HAVE GIVEN YOUR REACTION TO SOME STATEMENTS ABOUT FUND-RAISING, IS THERE ANYTHING YOU WOULD LIKE TO ADD ABOUT HOW YOU PERSONALLY FEEL ABOUT RAISING FUNDS FOR PUBLIC TELEVISION ON TV? *If appropriate, probe:* HOW ELSE DO YOU FEEL ABOUT RAISING FUNDS FOR PUBLIC TELEVISION ON TV?

_____

_____

_____

16. CONSIDERING, ON ONE HAND, THE PURPOSE OF TELEVISED APPEALS FOR FUNDS TO SUPPORT PUBLIC TV AND, ON THE OTHER HAND, PEOPLE'S OBJECTIONS TO THEM, DO YOU AGREE OR DISAGREE THAT THESE APPEALS ARE A FAIR PRICE TO PAY FOR THE PROGRAMMING ON PUBLIC TELEVISION?

AGREE.....1
DISAGREE...2
DK.....9

17. NOW, THINKING OF ALL THE TV CHANNELS YOU WATCH, HOW SATISFIED ARE YOU WITH WHAT IS AVAILABLE TO WATCH ON TELEVISION THESE DAYS -- WOULD YOU SAY YOU ARE:

VERY SATISFIED.....1
SOMEWHAT SATISFIED OR 2
NOT SATISFIED AT ALL 3
DK.....9

18. COULD YOU TELL ME WHY YOU FEEL THAT WAY?..*PROBE:* WHAT OTHER REASONS DO YOU HAVE FOR FEELING THIS WAY?

_____

_____

_____

19. NOW THINKING AGAIN OF PUBLIC TELEVISION, HOW SATISFIED ARE YOU WITH WHAT IS AVAILABLE TO WATCH ON PUBLIC TELEVISION THESE DAYS--WOULD YOU SAY YOU ARE:

VERY SATISFIED.....1
SOMEWHAT SATISFIED OR..2
NOT SATISFIED AT ALL...3
DK.....9

ASK Q 19A

19A COULD YOU TELL ME WHY YOU FEEL THAT WAY? *PROBE*..WHAT OTHER REASONS DO YOU HAVE FOR FEELING THIS WAY?

_____

_____

_____

__ __
__ __
__ __
__ __

20. THERE ARE MANY DIFFERENT KINDS OF PROGRAMS AVAILABLE ON PUBLIC TELEVISION. SOME PEOPLE THINK THERE IS TOO MUCH OR TOO LITTLE OF CERTAIN KINDS OF PROGRAMS. WOULD YOU TELL ME, PLEASE, FOR EACH KIND, WHETHER YOU THINK PUBLIC TV HAS TOO MUCH PROGRAMMING OF THAT KIND, TOO LITTLE, OR JUST ABOUT ENOUGH. *READ LIST STARTING AT RED X.*

RED "X"	PROGRAM TYPE	TOO MUCH	TOO LITTLE	JUST ABOUT ENOUGH	DON'T KNOW
__	1. DRAMATIC PLAYS	1	2	3	9
__	2. SPORTS	1	2	3	9
__	3. NATIONAL & WORLD NEWS	1	2	3	9
__	4. LOCAL NEWS	1	2	3	9
__	5. DISCUSSION PROGRAMS ABOUT NEWS AND EVENTS	1	2	3	9
__	6. CHILDREN'S PROGRAMS	1	2	3	9
__	7. DOCUMENTARIES	1	2	3	9
__	8. CLASSICAL MUSIC AND OPERA	1	2	3	9
__	9. VARIETY SHOWS	1	2	3	9
__	10. SITUATION COMEDIES	1	2	3	9
__	11. CONTEMPORARY MUSIC	1	2	3	9
__	12. MOVIES	1	2	3	9
__	13. NATURE AND SCIENCE SHOWS	1	2	3	9
__	14. PROGRAMS OF SPECIAL INTEREST TO MINORITY GROUPS	1	2	3	9
__	15. PROGRAMS THAT GIVE ADVICE AND INFORMATION	1	2	3	9

21. IF YOU HAD YOUR CHOICE, WHAT KINDS OF PROGRAMS WOULD YOU LIKE TO SEE MORE OF ON PUBLIC TELEVISION?

_____

_____

_____

_____

__ __
__ __
__ __
__ __
__ __

22. DO YOU KNOW IF THERE IS A NONCOMMERCIAL PUBLIC RADIO STATION IN YOUR AREA?

YES...1 -- *ASK Q.23*
NO....2 -- *SKIP TO Q.25*
DK....9 -- *SKIP TO Q.25*

23. DO YOU HAPPEN TO KNOW THE CALL LETTERS OR DIAL POSITION OF THAT STATION?

YES...1 _____ *(call letters or dial position)*

ASK, IF NECESSARY: WHAT ARE THEY?

NO....2
DK....9

24. DO YOU EVER LISTEN TO THE PUBLIC RADIO STATION?

YES.....1
NO.....2
DK.....9

25. (IS YOUR TELEVISION SET) (ARE ANY OF YOUR TELEVISION SETS) CONNECTED TO A CABLE TELEVISION SET?

YES.....1
NO.....2
DK.....9

A. THANK YOU. I HAVE ONLY A FEW REMAINING QUESTIONS WHICH ARE STRICTLY FOR PURPOSES OF CLASSIFICATION...HOW MANY PERSONS, INCLUDING CHILDREN AND ROOMERS, ARE CURRENTLY LIVING IN YOUR HOME...DOES THAT INCLUDE YOURSELF?

1 2 3 4 5 6+ DK....9

B. WHAT WAS THE LAST GRADE YOU ATTENDED IN SCHOOL?

Grade sch....1 College grad.....5
1-3 yrs. HS..2 Coll. post grad..6
H.S. grad....3 Oth_____.7
Some coll....4 DK/NA.....9

C. AND YOUR AGE IS? *If necessary, read age categories.*

18-21...1 30-44...3 60+.....5
22-29...2 45-59...4 DK/NA....9

D. WHAT IS YOUR OCCUPATION -- THE NATURE OF YOUR WORK?

E. IN WHAT INDUSTRY DO YOU WORK?

F. ARE YOU THE CHIEF WAGE EARNER IN YOUR HOUSEHOLD?

YES...( ) *(Skip to J)* NO...( ) *(Ask G)* DK...( ) *(Skip to J)*

G. WHAT IS YOUR RELATIONSHIP TO THE CHIEF WAGE EARNER?

H. WHAT IS THE OCCUPATION OF THE CHIEF WAGE EARNER?

I. IN WHAT INDUSTRY DOES HE/SHE WORK?

J. HOW MANY CARS, IF ANY, ARE THERE IN YOUR HOUSEHOLD?

0.....1.....2.....3+.....DK/NA...9

K. DO YOU OWN OR RENT YOUR HOME?

Own....1 Rent....2 DK/NA....9

L. IS YOUR TELEPHONE NUMBER LISTED IN THE CURRENT TELEPHONE DIRECTORY?

Yes....1 - *ASK N* No....( ) - *ASK M*
DK/NA..9 - *ASK N*

M. IS THAT BECAUSE YOU HAVE RECENTLY MOVED OR DO YOU HAVE AN UNLISTED NUMBER?

Moved.....2
Unlisted....3

N. WOULD YOU DESCRIBE YOUR RACIAL OR ETHNIC BACKGROUND AS:

WHITE...1 SPANISH...3 Oth_____5
BLACK...2 ORIENTAL..4 DK/NA.....9

O. HAVE YOU EVER MADE A DONATION TO PUBLIC TELEVISION, EITHER IN RESPONSE TO A TELEVISED APPEAL, MAIL, OR SOME OTHER KIND OF APPEAL?

Yes....1 No....2 DK/NA....9

P. WOULD YOU ESTIMATE THE TOTAL INCOME OF ALL PERSONS IN YOUR HOME TO BE:

Under $5,000.....1 $15,000-$19,900...4
$5,000-$9,900....2 $20,000 or over...5
$10,000-$14,900..3 DK/NA.....9

Q. SEX OF RESPONDENT

Male.....1 Female.....2

THANK YOU. YOUR COOPERATION HAS BEEN VERY HELPFUL.